

Formulating Strategies for Heritage Tourism Development of Patan, Gujarat

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Abstract - The history of cultural and heritage tourism in Patan is described in this review article. Cultural heritage includes monuments, groups of structures, and locations having aesthetic, archaeological, scientific, ethological, or anthropological importance, such as Rani Ki Vav, Sahstraling Lake, etc. Every government and every person of the nation have a responsibility to maintain and preserve the nation's cultural legacy. Heritage tourism has developed into a significant source of revenue and historical knowledge. It might boost regional economic growth. Encourage the protection of resources, boost tourist spending, create jobs, and maintain the distinctive character of the neighborhood.

Key Words: Heritage Tourism, Patan Tourism, Heritage Monuments In Patan, Heritage Precincts, Cultural Heritage, Tourist Flow, Infrastructure Requirements, Proposals

1. INTRODUCTION

In India's economic development, tourism is essential. The ecology, economy, and sociocultural components of the nation are all impacted by tourism. The growth of the tourism industry contributes significantly to the development of the infrastructure, the creation of jobs, and regional development. Both a direct and indirect effect of tourism on society contributes to regional and national economic growth. Sustainable development and socioeconomic benefit and uplift are essential outcomes of tourism.

There are variant types of tourism like heritage, Business, Adventure, Eco, Cultural, etc.

The perfect incorporation of religions, customs, languages, and traditions is reflected in the luxurious heritage of India. The country is a treasure trove of art,

philosophy, architecture, classical dances, flora, fauna, music and more making it a destination ideal for heritage tourism.

Indian cities have a rich and varied history, with many unique cultural traditions that are reflected in their identity, way of life, social systems, and folk art and craft.

Rapid urbanization is causing many cities to lose their characteristics are present and cultural histories. It is extremely harsh on the inhabitants. The need to act now to preserve the originality of Indian cities and maintain their cultural traditions is urgent.

Old or inner-city neighborhoods in the majority of historically important. They are distinguished by traditional dwellings, street layouts, and living communities, as well as by traditional means of subsistence, social customs, cultural aspects, and so forth. Due to physical degradation, poor living conditions, insufficient infrastructure, and dilapidation brought on by this neglect, the population has moved to newer regions.

Most Indian cities have a unique intangible heritage like painting, sculpture, music, folk dances, and handlooms. Textiles, embroideries, fairs, food, customs, dresses, etc. are declining or have already been lost due to various reasons. It is a fact that so far only a few thousand historic monuments of national importance are eligible for the protection under the ASI (Govt. of India) and another few thousands under the state governments, while thousands of historic structures and heritage areas and cultural traditions are lying uncared. There is yet something to be done for the conservation of the intangible heritage. The situation calls for finding alternative ways and means to develop mechanism for the revival and revitalization of not only the built environment but also the cultural traditions and intangible aspects of our old cities.

1.1 REASON FOR SELECTION OF THE TOPIC

Heritage is one of the means to promote tourism and even local investment and the overall character of cities. Thus, heritage is no longer a pure end in itself, but a means for local economic development and employment.

Patan is one of the traditional and historic city in Gujarat with important historic monuments like Rani Ki Vav step well which has been given the status of world heritage site by UNESCO in June 2014 and cultural heritage like Patola textile which is also being under consideration for the status of important world cultural heritage by UNESCO. Thus, it is important to make an effort to promote the city as a heritage center and spread awareness about the unique existing heritage.

Handicrafts, festivals, scriptures, manuscripts, and other intangible heritage of the region need to be explored.

The city is losing its unique heritage due to urban decay, unawareness, and lack of effort to preserve the heritage in an organized manner.

Some of the issues and problems faced by the people residing in the core city area are congestion, depilation of housing stock, and infrastructure decaying, which has led to the migration to the never part of other cities or wanting to migrate outside the core area.

The role of the planner here is not only to improve the current condition but to conserve the heritage of the city and thus bring back the lost identity of the old city. The special areas with heritage need to be developed to attract tourism and provide economic benefits to the people.

1.2 OBJECTIVES OF THE STUDY:

1. To understand the historical background of Patan.
2. To understand the existing condition of tourism of Patan.
3. To study the existing heritage of the city.
4. To provide proposed recommendations and strategies for the development of tourism in Patan based on heritage tourist sites.

1.3 SCOPE AND LIMITATION

The development strategies will be proposed based on the analysis of available secondary data in the forms of census data, data from various government institutions, and primary data in form of sample tourist surveys through questionnaires, public interviews, and observations.

1.4 METHODOLOGY

The research begins with the study of the existing situation in the city. This article is purely descriptive and required information collected from secondary sources like journals and other publications relating to heritage tourism especially for Patan. The secondary data is collected to evaluate the overall situation and to get certain possible aspects to study in detail. The detailed primary survey through questionnaires, field interviews, discussions, and observations is carried out to get first-hand information about the situation.

2. STUDY AREA

Patan is a historic town located on the banks of the Saraswati River in the Patan district of Gujarat state. Patan was the capital of Gujarat in medieval times. Patan municipality was first created in 1877.

It is located at longitude 72°12' N and latitude 23°5' E and at altitude 97 meters. The city is 40km. Northwest of Mahesana and 90 km from Ahmedabad by railway. It experiences maximum temperature of 46 degrees C. and a minimum temperature 10.9 degree C, with average rainfall being 475 mm, the present city has a population of 1,33,737 persons.



Map 1 : Location Of Patan

2.1 LISTED HERITAGE MONUMENTS

A.S.I. Protected Monuments:

- | | |
|------------------------------|--------------------|
| 1. Rani Udaymati's Step-Well | - 1022-1064 A.D. |
| 2. Sahastraling Lake | - 1094 – 1142 A.D. |
| 3. Khan Sarovar Gate | - 1356 A.D. |
| 4. Shaikh Farid's Tomb | - 1506 A.D. |

Archaeological Department Of Government of Gujarat protected monuments:

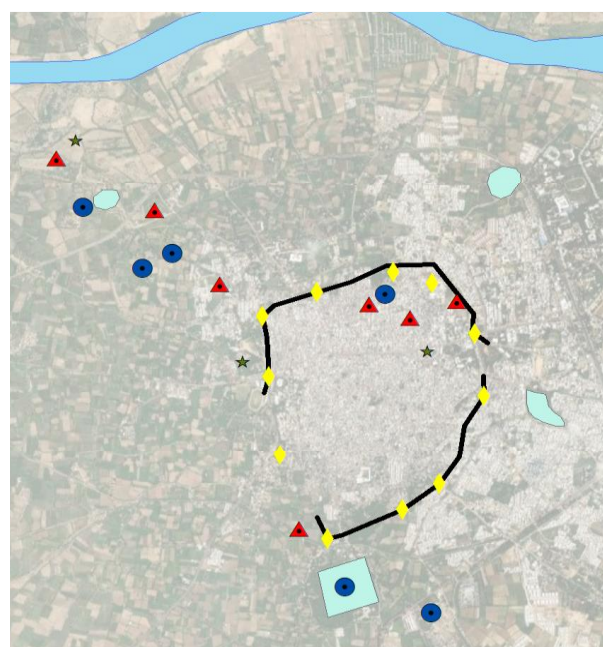
- | | |
|-----------------------------|-------------------|
| 1. Six Surviving Fort Gates | -1306 – 1356 A.D. |
| 2. Rani's Hill Watch Tower | -1424 A.D. |
| 3. Tajadin's Tomb | -1512 A.D. |
| 4. Shaikh Jodh's Mosque | -1589 A.D. |

Patan Jain Mundal Trust protected monuments:

- | | |
|---------------------------------|------------|
| 1. Hemchandracharya Library | -1623 A.D. |
| 2. Panchasara Temple | -1148 A.D. |
| 3. Vadipura- Paeshvanath Temple | -1153 A.D. |

Municipality Protected Monuments:

- | | |
|-------------------------------|------------|
| 1. Damodar Well | -1065 A.D. |
| 2. Siddheshwar Mahadev Temple | -1147 A.D. |
| 3. Fort Wall | -1312 A.D. |
| 4. Barot Step Well | -1692 A.D. |
| 5. Old Kalika Temple | -1123 A.D. |
| 6. Khan Sarovar | -1169 A.D. |
| 7. Underground Water Channel | -1169 A.D. |
| 8. Tin Darwaja | -1503 A.D. |



Map 2: Location Of different structures

Water Structures: ●

1. Rani Udaymati's Stepwell
2. Sahstraling Lake
3. Khan Sarovar
4. Underground Water Channel
5. Barot Stepwell
6. Damodarwell Water

Religious: ▲

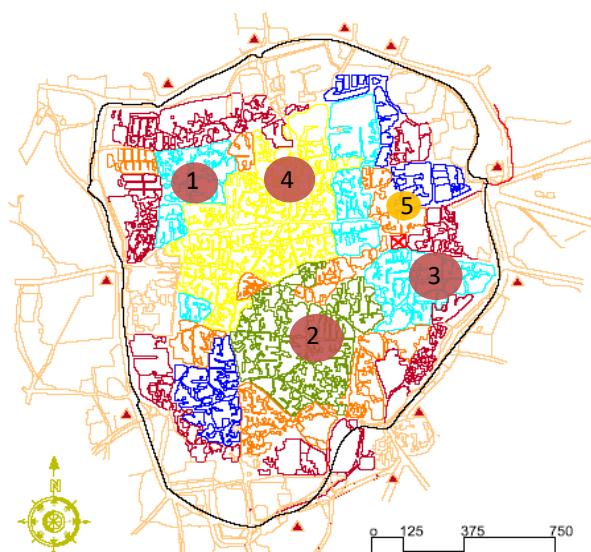
1. Old Kalika Temple
2. Siddheshwar Mahadev
3. Shekh Farid Tomb
4. Tajadin's Tomb
5. Shaikh Jodh's Mosque
6. Panchasara Temple
7. Vadipura Parshwanath Temple

Military Structures: ◆

1. Khan Sarovar Gate
2. Tin Darwaja Gate
3. Six Surviving Fort Gates
4. Fort Wall
5. Rani's hill watchtower

2.2 HERITAGE PRECINCTS

1. The area near fatipal gate houses the families of Patola weaving community.
2. The area in the southern part of the Patan near GEB, housing Mashru weaving community that is mostly housing Muslims and Khatri families.
3. Nagarvado housing Brahmin communities, one of the most developed housing units are found.
4. Vakhar No Pado, Dhandher no Pado showing typical settlement details of Jain community.
5. The Gunj Bazaar and Pols around it showing the connection between the commercial activities and residential communities.



Map 3: Location of Heritage Precincts in Patan map

2.3 INFERENCES:

Lack of job projections, lack of industrial growth, and lack of irrigation facilities for agriculture are all causes for the educated workforce to migrate.

The majority of the population continues to live in the centre city, which is rapidly degrading due to unplanned construction and inadequate infrastructure.

Patan has a relatively high literacy rate, but it also has a very high unemployment rate and a very poor pace of economic development.

No recommendations in new development plans are made in Gamtal, where infrastructure planning is the most significant demand since 70 percent of the population lives there.

Until now, no attempts have been made to enhance the infrastructure and living conditions inside the wall city.

The Residential Zone is proposed in an area extremely close to this sites, such as Rani Udaymati's Step-well, which is a UNESCO World Legacy Site, without any defined criteria, creating changes in the natural environment and destroying vital heritage.

No consideration has been given to the history and image of the town in deciding the land use and development regulations.

No specific guidelines have been proposed for the conservation of heritage monuments and development inside the walled city.

There is a big need to connect Patan city through railway with major cities like Ahmedabad, Surat, Mumbai, and other business centers for the economic growth.

The preservation of lakes is crucial for the water supply of the city that is very dependent on underground water and water from Narmada canal that is stored in Siddhi (Khan) Sarovar.

3. TOURISM

The city has a number of civic and religious structures, including various Hindu, Muslim, and Jain holy sites. From the viewpoint of travel and tourism, these monuments are a big draw.

Patan, the former capital of Gujarat, is well-known for its Patola sarees, which are among the best handcrafted textiles in the world. Patan creates incredibly complex patterns with accuracy and clarity, using the design's unique geometric demarcation while maintaining the soft hazy edges, a natural by-product of the process.

There are several tourist attractions, such as forts, vavs (step wells), talavs (lakes), and sites of worship. The primary tourist attractions are the Rani ki Vav (World Heritage Site) and patola saris.

There are more than 21 heritage monuments in Patan city.

In addition, there are about 15 tourist sites and over 150 Jain temples that are over a century old in the vicinity. This settlement is adjacent to Modhera Sun Temple, Siddhapura Rudra Mahalay, Bindu Sarovar, Unjha Umiya Mata Temple, Shankheshwar Jain Temple, and Becharaji Jain Temple.

As a result, this town has a strong potential to attract both local and foreign tourists.

3.1 TOURIST INFLOW:

Total tourists: 1,00,000 per annum

Overnight staying tourists: 25,000 per annum

Tourists visiting Rani Udaymati's stepwell: 80,000 per annum

In 2015 The total inflow of tourists within the city indicates a good growth trend especially when the famous "Rani Ki Vav" was considered a world heritage site.

Rani-ki-Vav, Patan data reached an all-time high of 4,45,933 Persons in 2015 and a record low of 2,72,890 People in 2011.

Because of the corona pandemic, the tourist flow in 2019-20 was very low. Which is the lowest tourist flow in 10 years.

It reached a very high level in 2021 which is 9,06,217 tourists.

3.2 ISSUES IN TOURISM INFRASTRUCTURE:

1. Repair and maintenance of internal roads, especially near the monuments.
2. No availability of proper system of signage.
3. No availability of good hotels, resorts and motels.
4. No availability of identified tourist circuit.
5. Need for proper internal transportation facilities.
6. Lack of street lights.
7. Unavailability of entertainment activities.
8. Inadequate recreational facilities.
9. Unavailability of proper drinking water and sanitation facilities.
10. No provision for vehicular parking in the city.
11. No maintenance and conservation of historic monuments.
12. No proper rail and air connectivity.
13. Unavailability of guides.
14. No information center.
15. Lack of organizational structure capable of facing up challenges of the tourism sector.

4. SWOT ANALYSIS:

STRENGTH:

1. The core city is also the city's economic centre.
2. Traditional precincts are a reflection of changing socioeconomic and cultural trends.
3. Many heritage assets from various eras may be found throughout the old city.
4. Patan's historic inner center remains the city's beating heart.
5. Patan has historical monuments representing the great religious- Hindu, Jain, & Islamic
6. Continuous inflow of tourists throughout year
7. Low transportation cost
8. Surrounded with almost all the religion
9. Magnificent world heritage site
10. Job opportunities for local people
11. Accommodation for almost all type of people

WEAKNESSES:

1. There has been a lack of efforts to increase public awareness and consultation.
2. Disinterest for heritage in general.
3. There are no specific regulations in the development control regulations for historic monuments and areas.

4. The majority of the city lacks a primary garbage collection system.
5. Electrical poles with irregular frequencies that block heritage facades, street lights, high tension cables, transformers, and other structures affixed to the exterior walls of heritage structures are insensitive interventions that create blackness and, at times, pose a threat to the built fabric.
6. Street vendors' encroachment also claims space for vehicular and pedestrian movement.
7. The city's lack of a strong public transportation system, traffic planning, traffic norms and rules compounds the issue, since there are no clearly defined pedestrian areas (such as the historic path).
8. Stray cattle, dogs, and other animals are a constant source of annoyance and traffic impediment, as well as soiling roadway surfaces.

OPPORTUNITIES:

1. Patan must also preserve its intangible history, such as Patola and Mashru textiles, which may be promoted as a source of economic development.
2. Patan upcoming as spiritual & heritage well-being tourism.
3. Scope for urban & rural tourism
4. Travel destinations which have not been developed can be developed to attract tourists.
5. Student exchange program

THREATS:

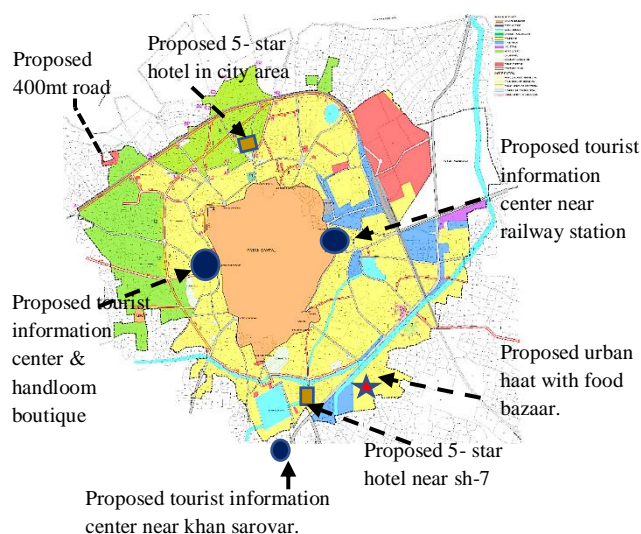
1. Damage and other criminal enterprises are on the rise.
2. Decaying quality of life as a result of depicting housing stock, bad infrastructure, congestion, excessive density, and decaying urban fabric results in heritage loss and terrible living circumstances for individuals.
3. Economic slowdown
4. Inadequate infrastructure and roads
5. Widespread poverty, the presence of beggars, and theft annoy the tourists
6. Increase in crime, especially against women tourists

5. PROPOSALS:

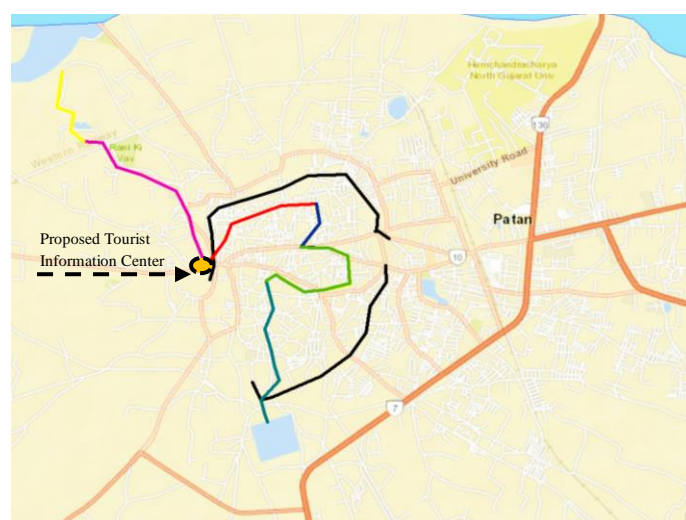
1. Local government actions must be implemented for the heritage-based tourism development of Patan- the walled city
 - a) Heritage education program:
 - b) Visualization of the city's legacy resources
 - c) Heritage conservation legislative and regulatory framework
 - d) Benefits Mechanisms for Heritage Conservation
 - e) Bringing traditional crafts into the modern market
 - f) Infrastructure improvement through community involvement and public-private partnerships
 - g) Enhance physical access to historic resources
2. Special Heritage Zone In Patan
3. Walk Along The Heritage Track
4. Proposal For Tourist Information Center And Handloom Boutique Center for Patola & Mashru
5. Proposal For Tourist Information Center Near Railway station and Khan Sarovar
6. Urban Haat With Food Bazaar
7. 5 Star Hotel

Total proposed infrastructures are:

- a) 2- 5star hotel: = 2.0 ha (20,000 sq.mt.)
 - b) 2- Information center: = 0.5 ha. x 2 (10,000 sq.mt.) = 1ha.
 - c) 1- Urban haat with food bazaar = 2.5 ha. (25,000 sq.mt.)
 - d) 1-Tourist Information Centre and Handloom Boutique Centre. = 5.44 ha. (54,400 sq.mt.)
 - e) 2- Public park = 1.5 ha.
 - f) Proposed 400mt length , 12mt wide road
 - g) Total = 13.0 ha. (1,30,000 sq.mt.)
8. Awareness Drives through IEC (Information, Education, and Communication (IEC) Activities
 - a. Spot Fixing Cleaning Drive: A group of people can come together to clean nuisance points on weekly basic
 - b. Water Festival of Patan
 - c. Like Rani Ki Vav festival by digitizing the various heritage water systems to reach out to more and more people thereby creating awareness which is the first step towards conservation of these water structures and attract tourists more.
 - d. Swachh Heritage Ambassador



Map 5: Proposed Tourists Infrastructures with Layout



1. Tourist information center To Rani Ki Hill Watch Tower –
2. Rani Ki Hill To Shaikh Farid's Tomb
3. Kalika Temple To Heritage Precinct Of Jain Community
4. Heritage Precinct Of Jain Community To Gunj Bazaar
5. Gunj Bazaar To Heritage Precinct Of Mashru Community
6. Heritage Precinct Of Mashru Community To Khan Sarovar

Map 6: Proposed Heritage Walkway with Route

6. CONCLUSION:

The main focus of heritage tourism development is to boost the local economy and improve the standard of living of the host population by attracting tourists to the destinations and in the meantime protecting the heritage properties against destruction. It brings new business and jobs and also promotes community pride. It improves the quality of life to the visitors also.

There is tremendous potential in Patan city for attracting a large number of tourists as it possesses different kinds of heritage, including architectural, religious, and archaeological heritage.

The history of the city is written in its old buildings and streets. Though a city has new structures, it is not wise to lose the old buildings, as every building has some history related to it.

Only the conservation can't be the sole concern of government departments, but it has to be a coordinated effort of local authorities, architects, related professionals, private organizations and millions of individuals.

The general public is not associating itself with tourists. They were happy with the high number of tourists and never felt insecure with them. They do not understand their benefits with tourists. Employment was the biggest issue for his youth and employment at his doorstep. Elderly people have felt and understood and are ready to support tourism development.

During the field survey It was evident that college students, NGO activists, and senior citizens were eager to welcome an increasing number of visitors, but it was unclear where and how. They merely require direction to begin with. They only need to go about their daily lives, and how they generate money is something they must yet figure out.

The main aim is an attempt to understand the tourism behavior in Patan and the tourist's views regarding the destination attributes, service quality and customer value generation. The finding reveal that improvements have to be made with respect to the above said factors for increasing the satisfaction of tourists and destination loyalty and hence improve tourism in this city.

Provided strategies presented here leads to enhance the historical, architectural, cultural and aesthetic aspects of the city by giving a rebirth to the dyeing monuments, and

if taken in time will save Patan from gradual but forthcoming destruction.

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